

On the basis of the above process, the following products and product groups were selected to be the subject of this report:

- Books, nsf* , wholly or in part the work of a national or domiciliary of the United States (Schedule A 8921190);
- Printed globes, maps, atlases and charts, except tourist literature (Schedule A 8921340);
- Newspapers (Schedule A 8922025);
- Periodicals (Schedule A 8922040);
- Printed labels, flaps and bands (Schedule A 8928100);
- Printed matter lithographic, nsf (Schedule A 8928760);
- Printer matter, nsf, not lithographic, susceptible of authorship (Schedule A 8928770);
- Printed matter, nsf, including catalogs (Schedule A 8928780).

U.S. IMPORTS 1982-88

A breakdown of 1988 imports of selected printed products by country is presented in Appendix 4. Europe and Japan captured 32.6% of the U.S. import market for these products in 1988. The United Kingdom and West Germany accounted for 46.2% of imports from Europe. Italy, France and the Netherlands are also significant European exporters of these products to the United States. Overall, U.S. imports of these products have increased almost threefold since 1982 (see Chart 1, overleaf). Market shares of U.S. imports have remained fairly constant. Exports to the U.S. from "other countries" have increased the most over the 1982-1988 period. The U.S. import market share from Europe has decreased over this period from 27.5% to 23.5%, while the U.S. import market share from Japan has declined over this period from 10.9% to 9.1%. In contrast to the market shares from Europe and Japan, the share from Canada has increased from 51.2% in 1982 to 53.7% in 1988. Since 1982, Canada has been the largest exporter to the U.S. in total for these products, annually capturing more than 51% of the market. Trends for each of the product groups which are the focus of the study are illustrated in Appendix 5.

* not specifically provided for